

# SELLING T-SHIRTS AT CRAFT SHOWS

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**S** STAHL'S  
**TRANSFER EXPRESS**



# AGENDA

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- Find your niche
- Product line
- Creating and ordering your designs
- Booth set up
- Accepting payment
- Packaging
- Promoting your booth



# FIND YOUR NICHE

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- Infant wear
- Doll clothes
- Community spirit
- Holiday
- School spiritwear



# YOUR PRODUCT LINE

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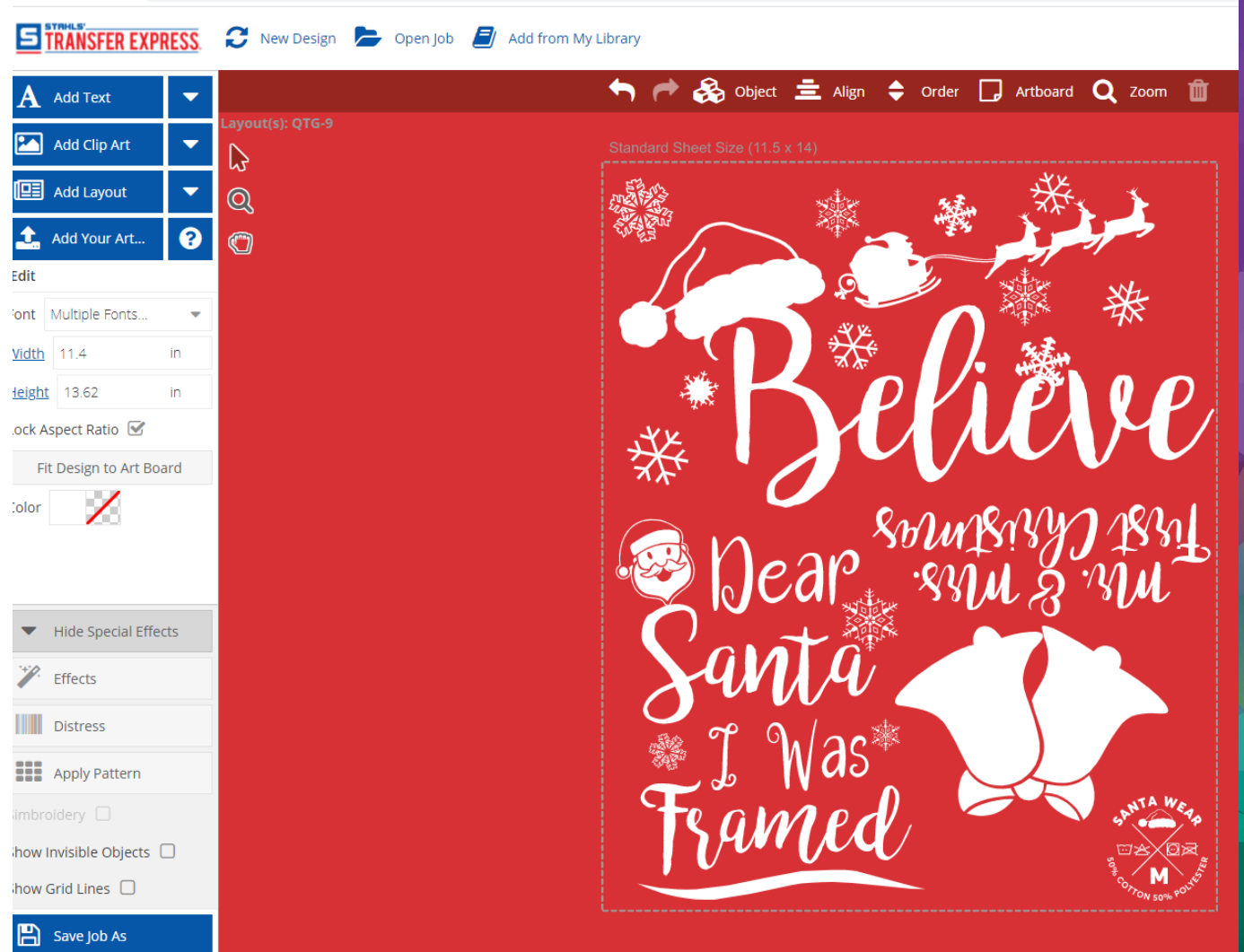
## What Products to Carry

- T-shirts
- Can coolers
- Tote bags
- Hoodies
- Aprons
- Towels
- Mouse pads
- Blankets
- Pillows



# CREATE YOUR DESIGNS

- Use Easy View to create your art
- Fill the sheet (this sheet will print 3 items and has a branding tag)
- Same print can go on multiple items/colors for more sales



# BOOTH SET UP

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Pre-Press vs On Demand

On Demand Advantage

Minimizes risk - if it doesn't sell, you still have a blank shirt that can be returned or used elsewhere

Press and deliver in 4 seconds

On Demand Disadvantage

Need electric



# BOOTH SET UP

## Ideas for displays

- Quick set up
- Prices displayed
- Easy to see designs



# BOOTH SET UP

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Presentation is key

- Organized
- Don't overcrowd
- Prices visible
- Wood crates add depth
- Mannequin to attract attention





## BOOTH SET UP

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- Sign should include options
- Accept credit cards



# BOOTH SET UP

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## Packaging sells

- Decorate inexpensive bags from Uline
- Include a business card in the package for future sales



# BOOTH SET UP

## Checklist

### CRAFT FAIR CHECKLIST

#### GETTING THERE

- Directions
- Money for parking
- Dolly
- Bins

#### DISPLAY

- Inventory
- Table/chair
- Tablecloth/backdrops
- Props/risers/shelves
- Signage
- Lighting
- Extension Cord
- Giveaways/treats
- Mirror

#### MARKETING & ORGANIZATION

- Business/Postcards
- Lookbook
- Swag bag item(s)
- Clipboard/iPad for newsletter sign up
- Forms
  - Newsletter
  - Contacts
  - Inventory

#### SALES

- Bills & coins for change
- Credit Card reader
- Licenses/permits
- Calculator
- Receipt book
- Order forms
- Bags/boxes
- Tissue paper/ribbons
- Apron/money belt

#### TOOLS

- Tape/glue
- Pen/pencil/marker
- Scissors
- Paper Clips
- Bag for garbage
- Safety Pins
- Extra tags & signs
- Rubber Bands
- Lint roller
- Tools for creating or fixing products
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### PERSONAL & COMFORT

- Coffee
- Gum/mints
- Water
- Food & snacks
- Hand sanitizer/wipes
- Hand lotion/lip Balm
- Band-Aids
- Aspirin
- Kleenex
- Glasses
- Phone/camera/iPad
- Purse/wallet
- Rubber ergonomics mat
- Layers (sweater, scarf)
- Chair/chair cushion

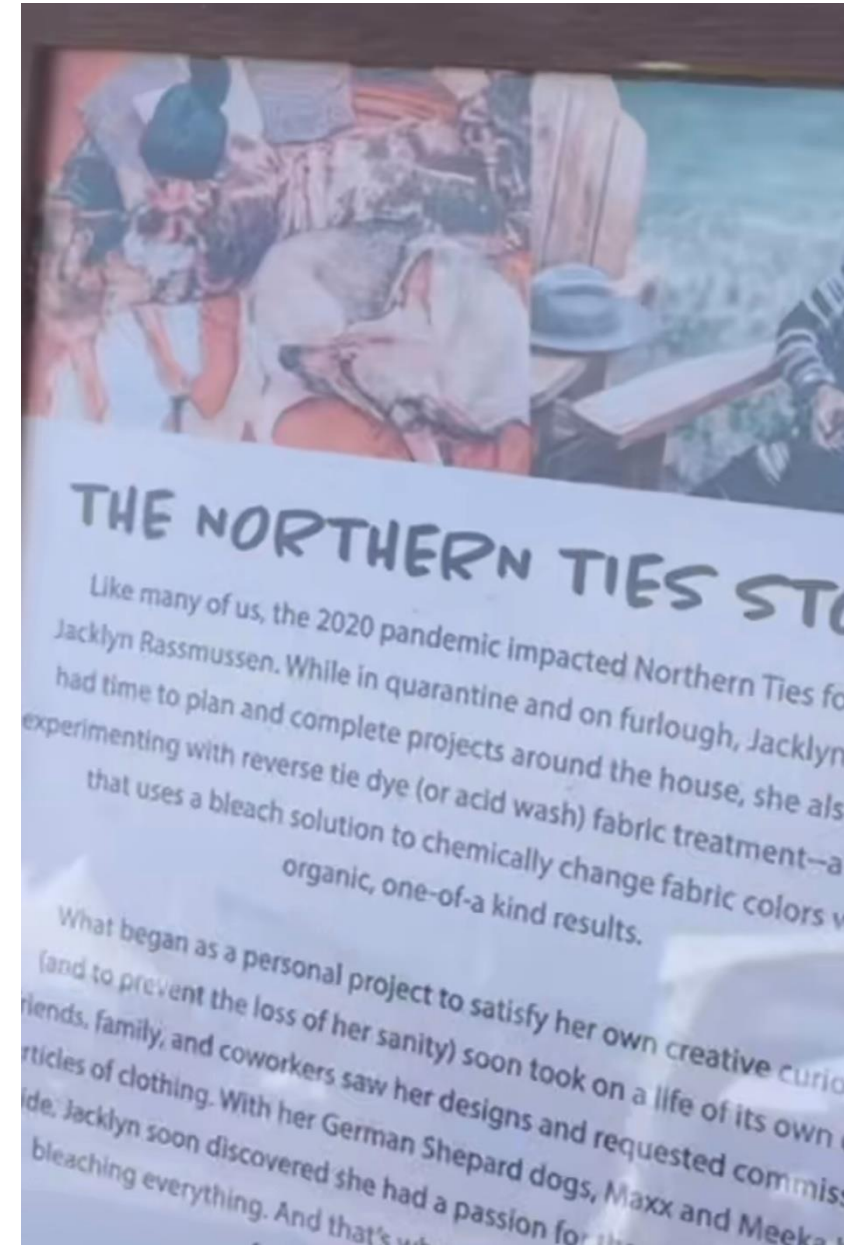
#### OUTDOOR

- Tent (and walls)
- Weights for tent/products
- Sunglasses
- Sunscreen & repellent
- Small fan or heater
- Cooler for water or lunch
- Hat/gloves/scarf

# PROMOTE YOUR BOOTH

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- Wear your items
- Tell your story
- Promote on social
- Offer a free gift with purchase
  - Can cooler
- Be attentive - mingle, don't eat in your booth
  - Help prospective customers



# Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog: [blog.transferexpress.com/](http://blog.transferexpress.com/)
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